



The Role of Product Specifications in Driving Innovation

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Session Overview

- ▶ Brief overview of “Innovative” Model
- ▶ Presenters
 - John Hurst, VP of Product Marketing for Lennox International Residential Business
 - Steve Mesh, LC, IESNA
- ▶ Q&A Period

“Innovative” Models

▶ Golden Carrot™ (SERP)

- Manufacturer competition
- Pool funds
- Secure the design, manufacturer and promotion of a new to the market product (ex: refrigerator)

▶ Bulk Procurement

- Encourage competition for new markets or market share
- Potentially alleviate market risk
- Attract attention to issue, sponsors, and winner

“Innovative” Models

- ▶ Joint Campaigns or Branding (ENERGY STAR)
 - Establish credibility of concept and ease of identification
 - Create focus on desired issue
 - Provide a platform for efficient delivery of messages, tools, etc.
 - Provide multi-stakeholder endorsement and communication
- ▶ Common Voluntary Program Components
 - Performance specifications and tiers
 - Guidance and messaging

“Innovative” Models

▶ Design Competition (Lighting for Tomorrow)

- Encourage development and production
- Attract key market player attention
- Prime the sales and distribution pipeline

▶ Design Charrette

- Inform designers of technical capabilities
- Encourage interaction between designers and tech staff
- Emphasize unique properties of technology
- Capture general conclusions on new applications/uses

Choosing the Right Tool for the Task

There are a variety of considerations, such as:

- ▶ Magnitude of savings potential and feasibility of savings
- ▶ Desired outcomes and time horizon
- ▶ Available assets including expertise or financial resources
- ▶ Risk threshold and tolerance for failure
- ▶ Level of flexibility vs. restrictions
- ▶ Stakeholder circumstances and motivations

A cooperative, inclusive, focused and considered approach is likely to provide significant leverage and minimize detrimental market disruption.

Contact

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